

## ECONOMY AND NATIONAL ECONOMY MANAGEMENT

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### **STRATEGY OF SURVIVAL AND SELF-REPRODUCTION OF COMPLEX SELF-MANAGING SOCIAL-ECONOMIC SYSTEMS IN MESOLEVEL**

Last decade, in Western management a tendency to reduce the number of management levels appeared, i.e. the trend in the flattening of organizational structures and empowerment of employees. In this decision-making powers are transferred to those managers who do not only lead the process of developing of strategies at the level of individual organizational unit but guide the process of its implementation. Employees, that do not occupy leadership positions, should have the right to discuss and resolve issues related to their work.

Realization of the above principles allows the firm to use the intellectual potential of the employees, thereby increasing its competitiveness.

Thus, the potential of the system is provided by three components:

- 1) the presence or absence of these or those elements of the system;
- 2) adequate quantitative and qualitative characteristics of these elements;
- 3) specific combination (relationship)

between the existing elements, which allows you to create additional efficiency.

To the consideration were subjected problems of the theory of strategic self management in complex social-economic systems: enterprise, company, corporation, and region.

It was determined that the strategy of survival and self-reproduction of complex self-managed social and economic systems to a certain extent depends on its total potential. It is proved that an effective mechanism of self-reproduction of potential of such systems is the efficiency of its organizational structure.

Based on the above said, it can be concluded that management of the enterprise potential as a complex social - economic system, is one of the most perspective directions of control theory development. Management of potential - a complex and system approach to the problem of survival of the enterprise in a long term period.